



WMAQ
454 Columbus Drive
Chicago, IL 60610
(312) 836-5555

www.nbcchicago.com

And:

MENTZER MEDIA
DO NOT MAIL
600 FAIRMOUNT AVENUE
SUITE 306
TOWSON, MD 21286

CONTRACT

Contract / Revision 296515 /		Alt Order #
Product RESTORE OUR FUTURE		
Contract Dates 03/13/12 - 03/20/12		Estimate # 1346
Advertiser RESTORE OUR FUTURE INC		Original Date / Revision 03/13/12 / 03/13/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WMAQ	Account Executive Aaron Zeligson	Sales Office Philadelphia NE
Special Handling		
Demographic RA35+		
		Total Ratings 272.00
IDB# 1021	Advertiser Code	Product Code
Agency Ref 42748		Advertiser Ref 26934

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WMAQ	03/13/12	03/18/12	6A-7A W-F NBC 5 NEWS 6A-7A	6A-7A		:30				NM	6	\$4,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/12/12	03/18/12	--222--				6	\$775.00	1.00			
N 2	WMAQ	03/13/12	03/18/12	7A-9A W-F TDY I	7A-9A		:30				NM	9	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/12/12	03/18/12	--333--				9	\$800.00	1.00			
N 3	WMAQ	03/13/12	03/18/12	9A-10A W-F TDY II	9A-10A		:30				NM	6	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/12/12	03/18/12	--222--				6	\$550.00	1.00			
N 4	WMAQ	03/13/12	03/18/12	10A-11A W-F TDY III	10A-11A		:30				NM	6	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/12/12	03/18/12	--222--				6	\$225.00	1.00			
N 5	WMAQ	03/13/12	03/18/12	1P-2P W-F DAYS OF LIVES 1P-2P	1P-2P		:30				NM	6	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/12/12	03/18/12	--222--				6	\$500.00	1.00			
N 6	WMAQ	03/13/12	03/18/12	2-3P W-F NATE BERKUS	2-3P		:30				NM	6	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/12/12	03/18/12	--222--				6	\$450.00	1.00			
N 7	WMAQ	03/13/12	03/18/12	4P-430P W-F EXTRA	4P-430P		:30				NM	6	\$5,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/12/12	03/18/12	--222--				6	\$950.00	3.00			
N 8	WMAQ	03/13/12	03/18/12	430P-5P W-F ENEWS	430P-5P		:30				NM	6	\$6,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/12/12	03/18/12	--222--				6	\$1,100.00	2.00			
N 9	WMAQ	03/13/12	03/18/12	5P-530P W-F ENEWS 5P	5P-530P		:30				NM	6	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/12/12	03/18/12	-1122--				6	\$1,600.00	2.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination, except all advertisements on the Premier Retail Network are firm and non-cancelable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



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<u>Contract / Revision</u> 296515 /		<u>Alt Order #</u>
<u>Contract Dates</u> 03/13/12 - 03/20/12	<u>Product</u> RESTORE OUR FUTUR	<u>Estimate #</u> 1346
<u>Advertiser</u> RESTORE OUR FUTURE		<u>Original Date / Revision</u> 03/13/12 / 03/13/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
N 10	WMAQ	03/13/12	03/18/12	6-630P TU-F ENEWS 6P	6P-630P		:30				NM	8	\$14,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/12/12	03/18/12	-2222--				8	\$1,800.00	3.00			
N 11	WMAQ	03/13/12	03/18/12	630P-7P TU-F AH	630P-7P		:30				NM	6	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/12/12	03/18/12	-2222--				6	\$1,600.00	2.00			
N 12	WMAQ	03/13/12	03/18/12	10P-1035P TU-F LATE NEW 10P-1035P	10P-1035P		:30				NM	8	\$28,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/12/12	03/18/12	-2222--				8	\$3,600.00	4.00			
N 13	WMAQ	03/13/12	03/18/12	1035P-1135P TONITE SHOW 1035P-1135P	1035P-1135P		:30				NM	8	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/12/12	03/18/12	-2222--				8	\$1,200.00	2.00			
N 14	WMAQ	03/14/12	03/18/12	8P-9P LAW & ORDER: SVU 8P-9P	8P-9P		:30				NM	2	\$13,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/12/12	03/18/12	--2----				2	\$6,500.00	8.00			
N 15	WMAQ	03/14/12	03/14/12	9P-10P W ROCK CNTR/BRI 9P-10P	9P-10P		:30				NM	2	\$13,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/12/12	03/18/12	--2----				2	\$6,500.00	7.00			
N 16	WMAQ	03/16/12	03/16/12	8-9P F GRIMM	8P-9P		:30				NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/12/12	03/18/12	----1--				1	\$4,500.00	3.00			
N 17	WMAQ	03/17/12	03/17/12	7A-10A SA ROT	7A-10A		:30				NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/12/12	03/18/12	-----2-				2	\$800.00	1.00			
N 18	WMAQ	03/17/12	03/17/12	5P-530P SAT ENEWS 5P	5P-530P		:30				NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/12/12	03/18/12	-----2-				2	\$1,000.00	2.00			
N 19	WMAQ	03/13/12	03/18/12	7-8P SA HARRY'S LAW	7P-8P		:30				NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/12/12	03/18/12	-----2-				2	\$2,500.00	2.00			
N 20	WMAQ	03/18/12	03/18/12	7A-8A SUNDAY TODAY	7A-8A SUNDAY TO		:30				NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/12/12	03/18/12	-----2				2	\$700.00	1.00			
N 21	WMAQ	03/18/12	03/18/12	8-10P CELEBRITY APPREN 8P-10P	8P-10P		:30				NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/12/12	03/18/12	-----1				1	\$10,000.00	6.00			
N 22	WMAQ	03/19/12	03/20/12	6A-7A M-TU NBC 5 NEWS 6A-7A	6A-7A		:30				NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/19/12	03/25/12	22-----				4	\$800.00	1.00			
N 23	WMAQ	03/19/12	03/20/12	7A-9A M-TU TDY I	7A-9A		:30				NM	6	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/19/12	03/25/12	33-----				6	\$800.00	1.00			
N 24	WMAQ	03/19/12	03/20/12	9A-10A M-TU TDY II	9A-10A		:30				NM	4	\$2,200.00

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<u>Contract / Revision</u>		<u>Alt Order #</u>
296515 /		
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
03/13/12 - 03/20/12	RESTORE OUR FUTUR	1346
<u>Advertiser</u>		<u>Original Date / Revision</u>
RESTORE OUR FUTURE		03/13/12 / 03/13/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/19/12	03/25/12	22-----				4	\$550.00	1.00			
N 25	WMAQ	03/19/12	03/20/12	10A-11A M-TU TDY III	10A-11A		:30				NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/19/12	03/25/12	22-----				4	\$225.00	1.00			
N 26	WMAQ	03/19/12	03/20/12	1P-2P M-TU DAYS OF LIVE!	1P-2P		:30				NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/19/12	03/25/12	22-----				4	\$500.00	1.00			
N 27	WMAQ	03/19/12	03/19/12	2-3P MON NATE BERKUS	2-3P		:30				NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/19/12	03/25/12	2-----				2	\$450.00	1.00			
N 28	WMAQ	03/19/12	03/19/12	4P-430P MON EXTRA	4P-430P		:30				NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/19/12	03/25/12	2-----				2	\$950.00	3.00			
N 29	WMAQ	03/19/12	03/19/12	430P-5P MON ENEWS	430P-5P		:30				NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/19/12	03/25/12	2-----				2	\$1,200.00	2.00			
N 30	WMAQ	03/19/12	03/19/12	5P-530P MON ENEWS 5P	5P-530P		:30				NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/19/12	03/25/12	1-----				1	\$1,600.00	2.00			
N 31	WMAQ	03/19/12	03/19/12	6-630P MON ENEWS 6P	6P-630P		:30				NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/19/12	03/25/12	2-----				2	\$2,000.00	3.00			
N 32	WMAQ	03/19/12	03/19/12	630P-7P MON AH	630P-7P		:30				NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/19/12	03/25/12	1-----				1	\$1,600.00	2.00			
N 33	WMAQ	03/19/12	03/19/12	10P-1035P MON LATE NEW	10P-1035P		:30				NM	2	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/19/12	03/25/12	2-----				2	\$3,600.00	4.00			
N 34	WMAQ	03/19/12	03/19/12	1035P-1135P TONITE SHOW	1035P-1135P		:30				NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/19/12	03/25/12	2-----				2	\$1,200.00	2.00			
Totals										272.00		137	\$192,300.00

Time Period	# of Spots	Gross Amount	Net Amount
02/27/12 - 03/20/12	137	\$192,300.00	\$163,455.00
Totals	137	\$192,300.00	\$163,455.00

Signature: _____

Date: _____

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TVSCAN

Elise Cloyd - 3/12/12 5:50 PM

Broadcast Order/Confirmation

Chicago - NOVFE8 Nielsen

Qualitative Criteria: Release 2 2011 Sep10-Aug11 SCARBOROUGH

Political party affiliation is Republican and registered to vote in district of residence and always vote in local elections

#296515

Buyer	Elise Cloyd	Order Number	1,346
Client	Restore Our Future	Campaign	Est. 1346
		Flight	Flight 1 03/13/12-03/20/12
Station	WMAQ	Agency	Mentzer Media
Address		Address	600 Fairmount Avenue
			Suite 306
			Towson
			MD 21286

Araron Z.
Revised order w/ Adds!
Add to sheet

WMAQ-NBC													QAJP 35+	
Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su	RTG	CPP	
NBCS N-TDY-8A														
Tu-Fr 6:00a-7:00a	\$775	Mar13-Mar16	:30	6	--	--	2	2	2	--	--	1	\$775.00	
TODAY SHW														
Tu-Fr 7:00a-9:00a	\$800	Mar13-Mar16	:30	8	--	--	3	3	3	--	--	1	\$800.00	
TODAY SHW2-NBC														
Tu-Fr 9:00a-10:00a	\$550	Mar13-Mar16	:30	6	--	--	2	2	2	--	--	1	\$550.00	
TODAY SHW3-NBC														
Tu-Fr 10:00a-11:00a	\$225	Mar13-Mar16	:30	6	--	--	2	2	2	--	--	1	\$225.00	
DAYS-OUR LIVES														
Tu-Fr 1:00p-2:00p	\$500	Mar13-Mar16	:30	6	--	--	2	2	2	--	--	1	\$500.00	
HATE BERKUS														
Tu-Fr 2:00p-3:00p	\$450	Mar13-Mar16	:30	6	--	--	2	2	2	--	--	1	\$450.00	
EXTRA														
Tu-Fr 4:00p-4:30p	\$350	Mar13-Mar16	:30	6	--	--	2	2	2	--	--	3	\$316.67	
	ADD 3X													
NBCS NWS-4:30P														
Tu-Fr 4:30p-5:00p	\$1,100	Mar13-Mar16	:30	6	--	--	2	2	2	--	--	2	\$550.00	
NBCS NWS-5:00P														
Tu-Fr 5:00p-6:30p	\$1,600	Mar13-Mar16	:30	6	--	1	1	2	2	--	--	2	\$800.00	
	ADD 2X													
NBCS NWS-6:00P														
Tu-Fr 6:00p-6:30p	\$1,800	Mar13-Mar16	:30	6	--	2	2	2	2	--	--	3	\$600.00	

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TAPSCAN
Software Built

TVSCAN

Broadcast Order/Confirmation

Elise Cloyd - 3/12/12 5:50 PM

Chicago - NOV/FEB Nielsen

WMAQ-NBC														QAJ P 35+	
Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su	RTG	CPP		
ACCESS HOLLYWD Tu-Fr 6:30p-7:00p	\$1,600	Mar13-Mar16	:30	6	--	1	2	1	2	--	--	2	\$800.00		
	ADD 2X						x1	x1							
NBC5 NWS-10P Tu-Fr 10:00p-10:30p	\$3,600	Mar13-Mar16	:30	6	--	2	2	2	2	--	--	4	\$900.00		
TONITE SHW-NBC Tu-Fr 10:30p-11:30p	\$1,200	Mar13-Mar16	:30	4	--	2	2	2	2	--	--	2	\$600.00		
LAW & ORDER Wed 8:00p-9:00p	\$6,500	Mar14-Mar14	:30	2	--	--	2	--	--	--	--	8	\$812.50		
ROCK CENTER Wed 9:00p-10:00p	\$6,500	Mar14-Mar14	:30	2	--	--	2	--	--	--	--	7	\$825.57		
GRIMM-NBC Fri 8:00p-9:00p	\$4,500	Mar16-Mar16	:30	1	--	--	--	--	1	--	--	3	\$1,500.00		
SATURDAY TODAY Sat 7:00a-10:00a	\$900	Mar17-Mar17	:30	2	--	--	--	--	--	2	--	1	\$900.00		
NBC5 NWS-5:00P Sat 5:00p-5:30p	\$1,000	Mar17-Mar17	:30	2	--	--	--	--	--	2	--	2	\$500.00		
NBC DRAMAS Sat 7:00p-8:00p	\$2,600	Mar17-Mar17	:30	2	--	--	--	--	--	2	--	2	\$1,250.00		
SUN TODAY-NBC Sun 7:00a-8:00a	\$700	Mar18-Mar18	:30	2	--	--	--	--	--	--	2	1	\$700.00		
CELEBRITY APPRENTICE Sun 8:00p-10:00p	\$10,000	Mar18-Mar18	:30	1	--	--	--	--	--	--	1	8	\$1,065.57		
NBC5 N-TDY-6A Mo-Tu 6:00a-7:00a	\$600	Mar19-Mar20	:30	4	2	2	--	--	--	--	--	1	\$600.00		
TODAY SHW Mo-Tu 7:00a-9:00a	\$600	Mar19-Mar20	:30	6	3	3	--	--	--	--	--	1	\$600.00		
TODAY SHW2-NBC Mo-Tu 9:00a-10:00a	\$550	Mar19-Mar20	:30	4	2	2	--	--	--	--	--	1	\$550.00		
TODAY SHW3-NBC Mo-Tu 10:00a-11:00a	\$225	Mar19-Mar20	:30	4	2	2	--	--	--	--	--	1	\$225.00		
DAYS-OUR LIVES Mo-Tu 1:00p-2:00p	\$600	Mar19-Mar20	:30	4	2	2	--	--	--	--	--	1	\$600.00		
	ADD 2X						x2								
NATE BERKUS Mo-Tu 2:00p-3:00p	\$450	Mar19-Mar20	:30	2	2	--	--	--	--	--	--	1	\$450.00		
EXTRA Mo-Tu 4:00p-4:30p	\$950	Mar19-Mar20	:30	2	2	--	--	--	--	--	--	3	\$316.67		
NBC5 NWS-4:30P Mo-Tu 4:30p-5:00p	\$1,200	Mar19-Mar20	:30	2	2	--	--	--	--	--	--	2	\$600.00		
NBC5 NWS-5:00P Mo-Tu 5:00p-5:30p	\$1,600	Mar19-Mar20	:30	1	1	--	--	--	--	--	--	2	\$900.00		

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TAPSCAN
Nielsen Data

TvSCAN

Broadcast Order/Confirmation

Elise Cloyd - 3/12/12 5:50 PM

Chicago - NOVFE8 Nielsen

WMAQ-NBC													QAJ P 35+	
Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su	RTG	CPP	
NBC5 NWS-6:00P														
Mo-Tu 6:00p- 6:30p	\$2,000	Mar19-Mar20	:30	2	2	--	--	--	--	--	--	3	\$666.67	
ACCESS HOLLYWD														
Mo-Tu 6:30p- 7:00p	\$1,600	Mar19-Mar20	:30	1	1	--	--	--	--	--	--	2	\$800.00	
NBC5 NWS-10P														
Mo-Tu 10:00p-10:30p	\$3,600	Mar19-Mar20	:30	2	2	--	--	--	--	--	--	4	\$900.00	
TONITE SHW-NBC														
Mo-Tu 10:30p-11:30p	\$1,200	Mar19-Mar20	:30	2	2	--	--	--	--	--	--	2	\$600.00	
WMAQ Totals	\$192,300			137								272	\$706.99	
												50.8	5.4	
Monthly Mar 2012													Reach / Frequency	
Gross Cost \$192,300.00														
New Total														

Reach and Frequency projections are computed using the Data-Brand Extension Formula.
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TAPSCAN
 Software Solutions

Valadez, Rocio (NBCUniversal)

From: Zeligson, Aaron (NBCUniversal, WCAU)
Sent: Monday, March 12, 2012 5:02 PM
To: Patrickus, Nancy (NBCUniversal, WMAQ); Valadez, Rocio (NBCUniversal)
Subject: FW: Just faxed you a revised order for WMAQ with added spots. Please confirm.
Attachments: 20120312170500.pdf

See adds to schedule, another 10k.

Please confirm.

Thx nka.s

From: Elise Cloyd [mailto:ecloyd@mentzermedia.com]
Sent: Monday, March 12, 2012 5:55 PM
To: Zeligson, Aaron (NBCUniversal, WCAU)
Subject: Just faxed you a revised order for WMAQ with added spots. Please confirm.



WMAQ
454 Columbus Drive
Chicago, IL 60610
(312) 836-5555

www.nbcchicago.com

And:

MENTZER MEDIA
DO NOT MAIL
600 FAIRMOUNT AVENUE
SUITE 306
TOWSON, MD 21286

CONTRACT

<u>Contract / Revision</u> 296515 /		<u>Alt Order #</u>
<u>Product</u> RESTORE OUR FUTURE		
<u>Contract Dates</u> 03/13/12 - 03/20/12	<u>Estimate #</u> 1346	
<u>Advertiser</u> RESTORE OUR FUTURE INC		<u>Original Date / Revision</u> 03/12/12 / 03/12/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WMAQ	<u>Account Executive</u> Aaron Zeligson	<u>Sales Office</u> Philadelphia NE
<u>Special Handling</u>		
<u>Demographic</u> RA35+		
		<u>Total Ratings</u> 253.00
<u>IDB#</u> 1021	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u> 42748	<u>Advertiser Ref</u> 26934	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WMAQ	03/13/12	03/18/12	6A-7A W-F NBC 5 NEWS 6A	6A-7A		:30				NM	6	\$4,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/12/12	03/18/12	--222--				6	\$775.00	1.00			
N 2	WMAQ	03/13/12	03/18/12	7A-9A W-F TDY I	7A-9A		:30				NM	9	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/12/12	03/18/12	--333--				9	\$800.00	1.00			
N 3	WMAQ	03/13/12	03/18/12	9A-10A W-F TDY II	9A-10A		:30				NM	6	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/12/12	03/18/12	--222--				6	\$550.00	1.00			
N 4	WMAQ	03/13/12	03/18/12	10A-11A W-F TDY III	10A-11A		:30				NM	6	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/12/12	03/18/12	--222--				6	\$225.00	1.00			
N 5	WMAQ	03/13/12	03/18/12	1P-2P W-F DAYS OF LIVES	1P-2P		:30				NM	6	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/12/12	03/18/12	--222--				6	\$500.00	1.00			
N 6	WMAQ	03/13/12	03/18/12	2-3P W-F NATE BERKUS	2-3P		:30				NM	6	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/12/12	03/18/12	--222--				6	\$450.00	1.00			
N 7	WMAQ	03/13/12	03/18/12	4P-430P W-F EXTRA	4P-430P		:30				NM	3	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/12/12	03/18/12	--111--				3	\$950.00	3.00			
N 8	WMAQ	03/13/12	03/18/12	430P-5P W-F ENEWS	430P-5P		:30				NM	6	\$6,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/12/12	03/18/12	--222--				6	\$1,100.00	2.00			
N 9	WMAQ	03/13/12	03/18/12	5P-530P TU-F ENEWS 5P	5P-530P		:30				NM	4	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/12/12	03/18/12	-1111--				4	\$1,600.00	2.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 30 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



WMAQ
454 Columbus Drive
Chicago, IL 60610
(312) 836-5555

www.nbcchicago.com

<u>Contract / Revision</u> 295515 /		<u>Alt Order #</u>
<u>Contract Dates</u> 03/13/12 - 03/20/12	<u>Product</u> RESTORE OUR FUTURE	<u>Estimate #</u> 1345
<u>Advertiser</u> RESTORE OUR FUTURE		<u>Original Date / Revision</u> 03/12/12 / 03/12/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 10	WMAQ	03/13/12	03/18/12	6-630P TU-F ENEWS 6P	6P-630P		:30				NM	8	\$14,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/12/12	03/18/12	-2222--				8	\$1,800.00	3.00			
N 11	WMAQ	03/13/12	03/18/12	630P-7P TU-F AH	630P-7P		:30				NM	4	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/12/12	03/18/12	-1111--				4	\$1,600.00	2.00			
N 12	WMAQ	03/13/12	03/18/12	10P-1035P TU-F LATE NEW	10P-1035P		:30				NM	8	\$28,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/12/12	03/18/12	-2222--				8	\$3,600.00	4.00			
N 13	WMAQ	03/13/12	03/18/12	1035P-1135P TONITE SHOW	1035P-1135P		:30				NM	8	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/12/12	03/18/12	-2222--				8	\$1,200.00	2.00			
N 14	WMAQ	03/14/12	03/18/12	8P-9P LAW & ORDER: SVU	8P-9P		:30				NM	2	\$13,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/12/12	03/18/12	--2----				2	\$6,500.00	8.00			
N 15	WMAQ	03/14/12	03/14/12	9P-10P W ROCK CNTR/BRI	9P-10P		:30				NM	2	\$13,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/12/12	03/18/12	--2----				2	\$6,500.00	7.00			
N 16	WMAQ	03/16/12	03/16/12	8-9P F GRIMM	8P-9P		:30				NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/12/12	03/18/12	----1--				1	\$4,500.00	3.00			
N 17	WMAQ	03/17/12	03/17/12	7-10p SATURDAY PRIME	7P-10P		:30				NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/12/12	03/18/12	-----2-				2	\$900.00	1.00			
N 18	WMAQ	03/17/12	03/17/12	5P-530P SAT ENEWS 5P	5P-530P		:30				NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/12/12	03/18/12	-----2-				2	\$1,000.00	2.00			
N 19	WMAQ	03/13/12	03/18/12	7-8P SA HARRY'S LAW	7P-8P		:30				NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/12/12	03/18/12	-----2-				2	\$2,500.00	2.00			
N 20	WMAQ	03/18/12	03/18/12	7A-8A SUNDAY TODAY	7A-8A SUNDAY T		:30				NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/12/12	03/18/12	-----2				2	\$700.00	1.00			
N 21	WMAQ	03/18/12	03/18/12	8-10P CELEBRITY APPREN	8P-10P		:30				NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/12/12	03/18/12	-----1				1	\$10,000.00	6.00			
N 22	WMAQ	03/19/12	03/20/12	6A-7A M-TU NBC 5 NEWS	6A-7A		:30				NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/19/12	03/25/12	22-----				4	\$800.00	1.00			
N 23	WMAQ	03/19/12	03/20/12	7A-9A M-TU TDY I	7A-9A		:30				NM	6	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/19/12	03/25/12	33-----				6	\$800.00	1.00			
N 24	WMAQ	03/19/12	03/20/12	9A-10A M-TU TDY II	9A-10A		:30				NM	4	\$2,200.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancelable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



WMAQ
454 Columbus Drive
Chicago, IL 60610
(312) 836-5555

www.nbcchicago.com

<u>Contract / Revision</u> 296515 /		<u>Alt Order #</u>
<u>Contract Dates</u> 03/13/12 - 03/20/12	<u>Product</u> RESTORE OUR FUTURE	<u>Estimate #</u> 1346
<u>Advertiser</u> RESTORE OUR FUTURE		<u>Original Date / Revision</u> 03/12/12 / 03/12/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/19/12	03/25/12	22-----				4	\$550.00	1.00			
N 25	WMAQ	03/19/12	03/20/12	10A-11A M-TU TDY III	10A-11A		:30				NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/19/12	03/25/12	22-----				4	\$225.00	1.00			
N 26	WMAQ	03/19/12	03/19/12	1P-2P MON DAYS OF LIVES	1P-2P		:30				NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/19/12	03/25/12	2-----				2	\$500.00	1.00			
N 27	WMAQ	03/19/12	03/19/12	2-3P MON NATE BERKUS	2-3P		:30				NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/19/12	03/25/12	2-----				2	\$450.00	1.00			
N 28	WMAQ	03/19/12	03/19/12	4P-430P MON EXTRA	4P-430P		:30				NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/19/12	03/25/12	2-----				2	\$950.00	3.00			
N 29	WMAQ	03/19/12	03/19/12	430P-5P MON ENEWS	430P-5P		:30				NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/19/12	03/25/12	2-----				2	\$1,200.00	2.00			
N 30	WMAQ	03/19/12	03/19/12	5P-530P MON ENEWS 5P	5P-530P		:30				NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/19/12	03/25/12	1-----				1	\$1,600.00	2.00			
N 31	WMAQ	03/19/12	03/19/12	6-630P MON ENEWS 6P	6P-630P		:30				NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/19/12	03/25/12	2-----				2	\$2,000.00	3.00			
N 32	WMAQ	03/19/12	03/19/12	630P-7P MON AH	630P-7P		:30				NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/19/12	03/25/12	1-----				1	\$1,600.00	2.00			
N 33	WMAQ	03/19/12	03/19/12	10P-1035P MON LATE NEW	10P-1035P		:30				NM	2	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/19/12	03/25/12	2-----				2	\$3,600.00	4.00			
N 34	WMAQ	03/19/12	03/19/12	1035P-1135P TONITE SHOW	1035P-1135P		:30				NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/19/12	03/25/12	2-----				2	\$1,200.00	2.00			
Totals										253.00		128	\$182,050.00

Time Period	# of Spots	Gross Amount	Net Amount
02/27/12 - 03/20/12	128	\$182,050.00	\$154,742.50
Totals	128	\$182,050.00	\$154,742.50

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo's proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination, except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.

TvSCAN

Broadcast Order/Confirmation

Elise Cloyd - 3/12/12 2:07 PM

Chicago - NOVFEB Nielsen

Qualitative Criteria: Release 2 2011 Sep10-Aug11 SCARBOROUGH

Political party affiliation is Republican and registered to vote in district of residence and always vote in local elections

Buyer Elise Cloyd
Client Restore Our Future

Order Number 1,346
Campaign Est. 1346
Flight Flight 1 03/13/12-03/20/12

Station WMAQ
Address

Agency Mentzer Media
Address 600 Fairmount Avenue
Suite 306
Towson
MD 21286

Aaron Z.

3 pages 10 14 15 16 17 18

WMAQ-NBC

Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su	RTG	CPP
NBC5 N-TDY-8A Tu-Fr 6:00a-7:00a	\$775	Mar13-Mar16	:30	5	--	--	2	2	2	--	--	1	\$775.00
TODAY SHW Tu-Fr 7:00a-9:00a	\$800	Mar13-Mar16	:30	8	--	--	3	3	3	--	--	1	\$800.00
TODAY SHW2-NBC Tu-Fr 9:00a-10:00a	\$550	Mar13-Mar16	:30	6	--	--	2	2	2	--	--	1	\$550.00
TODAY SHW3-NBC Tu-Fr 10:00a-11:00a	\$225	Mar13-Mar16	:30	6	--	--	2	2	2	--	--	1	\$225.00
DAYS-OUR LIVES Tu-Fr 1:00p-2:00p	\$500	Mar13-Mar16	:30	6	--	--	2	2	2	--	--	1	\$500.00
NATE BERKUS Tu-Fr 2:00p-3:00p	\$450	Mar13-Mar16	:30	6	--	--	2	2	2	--	--	1	\$450.00
EXTRA Tu-Fr 4:00p-4:30p	\$950	Mar13-Mar16	:30	3	--	--	1	1	1	--	--	3	\$316.67
NBC6 NWS-4:30P Tu-Fr 4:30p-5:00p	\$1,100	Mar13-Mar16	:30	6	--	--	2	2	2	--	--	2	\$550.00
NBC5 NWS-5:00P Tu-Fr 5:00p-5:30p	\$1,600	Mar13-Mar16	:30	4	--	1	1	1	1	--	--	2	\$800.00
NBC5 NWS-6:00P Tu-Fr 6:00p-6:30p	\$1,600	Mar13-Mar16	:30	8	--	2	2	2	2	--	--	3	\$600.00
ACCESS HOLLYWD Tu-Fr 6:30p-7:00p	\$1,800	Mar13-Mar16	:30	4	--	1	1	1	1	--	--	2	\$800.00
NBC5 NWS-10P Tu-Fr 10:00p-10:30p	\$3,600	Mar13-Mar16	:30	6	--	2	2	2	2	--	--	4	\$900.00

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TAPSCAN
Software Suite

TVSCAN

Broadcast Order/Confirmation

Ellen Cloyd - 3/12/12 2:07 PM

Chicago - NOVFEB Nielsen

3/13 14 15 16 17 18

WMAQ-NBC

QAJP 35+

Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su	RTG	CPP
TONITE SHW-NBC													
Tu-Fr 10:30p-11:30p	\$1,200	Mar13-Mar16	:30	8	--	2	2	2	2	--	--	2	\$500.00
LAW & ORDER													
Wed 8:00p-9:00p	\$6,500	Mar14-Mar14	:30	2	--	--	2	--	--	--	--	8	\$812.50
ROCK CENTER													
Wed 8:00p-10:00p	\$9,500	Mar14-Mar14	:30	2	--	--	2	--	--	--	--	7	\$926.57
GRIMM-NBC													
Fri 8:00p-9:00p	\$4,500	Mar16-Mar16	:30	1	--	--	--	--	1	--	--	3	\$1,500.00
SATURDAY TODAY													
Sat 7:00a-10:00a	\$900	Mar17-Mar17	:30	2	--	--	--	--	--	2	--	1	\$900.00
NBC5 NWS-5:00P													
Sat 5:00p-5:30p	\$1,000	Mar17-Mar17	:30	2	--	--	--	--	--	2	--	2	\$500.00
NBC DRAMAS													
Sat 7:00p-8:00p	\$2,500	Mar17-Mar17	:30	2	--	--	--	--	--	2	--	2	\$1,250.00
SUN TODAY-NBC													
Sun 7:00a-8:00a	\$700	Mar18-Mar18	:30	2	--	--	--	--	--	--	2	1	\$700.00
CELEBRITY APPRENTICE													
Sun 8:00p-10:00p	\$10,000	Mar18-Mar18	:30	1	--	--	--	--	--	--	1	6	\$1,666.67
NBC5 R-TDY-4A													
Mo-Tu 6:00a-7:00a	\$800	Mar19-Mar20	:30	4	2	2	--	--	--	--	--	1	\$800.00
TODAY SHW													
Mo-Tu 7:00a-8:00a	\$800	Mar19-Mar20	:30	6	3	3	--	--	--	--	--	1	\$800.00
TODAY SHW2-NBC													
Mo-Tu 9:00a-10:00a	\$550	Mar19-Mar20	:30	4	2	2	--	--	--	--	--	1	\$550.00
TODAY SHW3-NBC													
Mo-Tu 10:00a-11:00a	\$225	Mar19-Mar20	:30	4	2	2	--	--	--	--	--	1	\$225.00
DAYS-OUR LIVES													
Mo-Tu 1:00p-2:00p	\$600	Mar19-Mar20	:30	2	2	--	--	--	--	--	--	1	\$600.00
NATE BERKUS													
Mo-Tu 2:00p-3:00p	\$450	Mar19-Mar20	:30	2	2	--	--	--	--	--	--	1	\$450.00
EXTRA													
Mo-Tu 4:00p-4:30p	\$950	Mar19-Mar20	:30	2	2	--	--	--	--	--	--	3	\$316.67
NBC5 NWS-4:30P													
Mo-Tu 4:30p-5:00p	\$1,200	Mar19-Mar20	:30	2	2	--	--	--	--	--	--	2	\$600.00
NBC5 NWS-5:00P													
Mo-Tu 5:00p-5:30p	\$1,800	Mar19-Mar20	:30	1	1	--	--	--	--	--	--	2	\$900.00
NBC5 NWS-6:00P													
Mo-Tu 6:00p-6:30p	\$2,000	Mar19-Mar20	:30	2	2	--	--	--	--	--	--	3	\$666.67
ACCESS HOLLYWD													
Mo-Tu 6:30p-7:00p	\$1,600	Mar19-Mar20	:30	1	1	--	--	--	--	--	--	2	\$800.00

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TAPSCAN
Software Suite

TVSCAN

Broadcast Order/Confirmation

Elise Cloyd - 3/12/12 2:07 PM

Chicago - NOVFEQ Nielsen

WMAQ-NBC

QA/P 35+

Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su	RTG	CPP
NBC5 NWS-10P													
Mo-Tu 10:00p-10:30p	\$3,600	Mar19-Mar20	:30	2	2	--	--	--	--	--	--	4	\$900.00
TONITE SHW-NBC													
Mo-Tu 10:30p-11:30p	\$1,200	Mar19-Mar20	:30	2	2	--	--	--	--	--	--	2	\$600.00

WMAQ Totals	\$182,050			128	Reach / Frequency							253	\$719.57
Monthly Mar 2012												50.4	5.0
Gross Cost \$182,050.00													

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.
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TAPSCAN
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